

MINUTES

REGULAR MEETING OF
CITY OF ALAMEDA ECONOMIC DEVELOPMENT COMMISSION
THURSDAY, NOVEMBER 18, 2010
7:00 PM

1. CALL TO ORDER AND ROLL CALL

Chair Bonta called the meeting to order at 7:03 p.m.

Present: Chair Bonta. Commission Members: Breuer, Harrison, McKean, Reeves, Richards, Robillard, and Ryan

Absent: Commission Members: Dahlberg

Vacancies: (2)

Staff: Leslie Little, Eric Fonstein, and Rosemary Valeska

1.a. Introduction of new EDC Members Kame Richards and Robert Robillard

The Chair welcomed the new Commission Members. Each Commission Member introduced himself and gave a brief resume.

2. MINUTES

2.a. Minutes of the Regular Meeting of October 21, 2010

Motion (Reeves), seconded, and unanimous to approve the minutes of the Regular Meeting of October 21, 2010 as submitted.

3. CONSENT CALENDAR

(None)

4. ORAL COMMUNICATIONS – PUBLIC

(None)

5. UNFINISHED BUSINESS

5.a. Election of Officers for 2010-11

Chair Bonta officially announced that this would be his last EDC meeting, due to his election to the City Council. He stated that he was withdrawing his candidacy for another term as EDC Chair. Commission Member Reeves stated that he was withdrawing his candidacy for Vice Chair. Motion (Reeves), seconded, and unanimous to elect Commission Member Breuer as Chair and Commission Member Harrison (current Vice Chair)

as Vice Chair for 2010-11. Commission Member Breuer opted to allow Chair Bonta to preside as chair for the remainder of the meeting.

6. NEW BUSINESS

6.a. East Bay Green Corridor presentation

Mr. Fonstein reported that the representative from East Bay Green Corridor was unable to attend this meeting due to illness. He recapped some of EBGC's programs and initiatives. EBGC works in conjunction with the East Bay Economic Development Alliance.

6.b. East Bay Economic Development Alliance presentation

Mr. Fonstein introduced Karen Engel, the new Executive Director for EBEDA. Ms. Engel reported the following:

- EBEDA will be holding a 20th anniversary event in Oakland on December 2.
- Their public/private membership consists of:
 - Alameda County and Contra Costa County
 - 28 cities
 - 160 private companies
 - Special districts, including BART, the Port of Oakland, and East Bay Regional Parks District
- They look at economic information and prepare reports and quarterly forecasts.
- They assist members in providing a united front when dealing with regulatory bodies such as BCDC.
- They market the East Bay and assist in business retention efforts (e.g., transition of the NUMMI plant to Tesla).
- They host a regular event that allows members to meet with legislative representatives.
- They host bi-monthly lunch/meetings with the economic development directors.
- There are 3.5 employees, including EBGC staff (in response to a question from Commission Member Reeves).
- EBEDA's office is located in the Alameda County building in Downtown Oakland. They are currently looking for a second office in Contra Costa County (in response to a question from Commission Member Breuer).
- Chair Bonta asked about the trends in the City in terms of business and economic opportunities. Ms. Engel responded EBEDA

aggregates the data they receive for all the cities and they look at the various economic sectors and subregions. Job losses were disbursed across the sectors but should come back solidly.

- Commission Member Reeves asked if EBEDA looked for businesses. Ms. Engel responded that they set up a booth at trade shows. They recently attended a medical trade show in San Jose. She added that a lot of the East Bay companies started due to U.C. Berkeley or have a connection to the Port of Oakland. It is hard to attract major corporations due to our higher costs. EBEDA has worked to keep Texas from "poaching" our companies.
- Commission Member Reeves asked if EBEDA asks businesses why they don't locate in a particular city. Ms. Engel responded yes, that this was part of looking at business climate.
- Chairman Bonta asked if there were any new initiatives. Ms. Engel responded that EBEDA holds retreats to determine priorities. She added that the main priority for the region is continuing to develop and retain our tech companies. There will be an updated regional economic assessment by June. She asked the EDC to provide input to the EBEDA.
- Commission Member Richards cited the many fine tech businesses near UC San Diego and Torrey Pines. Ms. Engel responded that there were several base closures in the area. A group called UC Connect has been focused on developing tech and commercial for over 25 years and as a result, San Diego is a major biotech hub. She added that we have military bases, too and we need to target businesses that want to come here.
- Commission Member Reeves stated that we need to eliminate roadblocks for companies that want to enter the area. Ms. Engel responded that the cities are hungry for business and that the problem is at the state level. She added that EBEDA has a good relationship with the Governor Elect.
- Commission Member Harrison asked about the crime reputation of the East Bay. Ms. Engel responded that Alameda does not have a problem with this. Oakland and Richmond do have this problem. However, this can be overcome because we have so many assets.
- Chairman Bonta asked if EBEDA had done any auditing regarding why some businesses don't come to Alameda due to real or perceived barriers. Ms. Engel responded that will look into this question with Bob Sakai of her staff and will get this information to Mr. Fonstein if it exists.
- Chairman Bonta asked Mr. Fonstein about the East Bay Green Corridor and Alameda. Mr. Fonstein cited Aurora Algae, which was

a start-up from U.C. Berkeley. City staff is working with Carla Din of EBGC on solar energy and a marketing program. Ms. Din will explain EBCG's programs and initiatives at a future meeting.

The Chair thanked Ms. Engel for her presentation. This item was presented for information, only; no EDC action was requested.

6.c. Review and Comment on the Draft Five-Year Implementation Plan for the Alameda Point Improvement Project for FY 2010/11 – FY 2014/15

Ms. Little provided a recap of redevelopment, the history of APIP, and the draft implementation plan being presented for EDC review and comment.

Commission Member Reeves asked about the requirements for low- and moderate-income housing at Alameda Point. Ms. Little responded that the Renewed Hope settlement requires 25 percent low- and very low-income housing at Alameda Point. The Alameda Point Collaborative units could count towards that requirement in a future development.

Commission Member Breuer asked about the status of the Federal-to-Federal transfer between the Department of Fish & Wildlife and the Veterans Administration. Ms. Little responded that this was still in process.

Chair Bonta asked about base clean-up. Ms. Little responded that the draft implementation plan before them only addresses the next five years. Funding for clean-up is authorized annually and can differ from one year to the next.

Commission Member Richards asked when there could be long term leases at Alameda Point. Ms. Little responded that the City was looking at its leasing program. We are looking at longer term leases, so that businesses will be willing to invest in buildings.

Commission Member Harrison asked if the City was offering as a "carrot" to businesses coming to Alameda Point, the option to purchase when the property is available for development. Ms. Little responded no.

Commission Member Harrison asked what would be the worst-case scenario. Ms. Little responded that the worst-case scenario would be the property not being developed and productive; 60 percent of the redevelopment area not on the tax roll.

Commission Member Harrison asked about the amount of space available for development at Alameda Point. Ms. Little responded that it was 700-800 acres.

Ms. Little stated that staff was asking the EDC if there were any items that should be added to the list of goals and objectives as stated on pages 9 and 10 of the draft implementation plan. Motion (Reeves), seconded, and unanimous to forward the plan as submitted to the CIC with a recommendation to adopt.

6.c. Consider the cancellation of the December 16, 2010 Regular Meeting

Motion (Reeves), seconded, and unanimous to cancel the December 16, 2010 Regular Meeting.

7. REPORTS

(None)

8. WRITTEN COMMUNICATIONS

8.a. Upcoming EDC Agenda Items

- Mr. Fonstein reported the following:
 - City Attorney Teresa Highsmith is scheduled to give the Brown Act presentation to the EDC at the January 20, 2011 Regular Meeting.
 - Alameda Municipal Power General Manager Girish Balachandran is scheduled to give a presentation regarding AMP's programs to the EDC at the January 20, 2011 Regular Meeting.
 - Deputy City Manager Jennifer Ott is scheduled to give a presentation regarding the "Alameda Point Going Forward" process to the EDC at the February 17, 2011 Regular Meeting.

8.b. Redevelopment Magazine

- In addition to the October 2010 Redevelopment Magazine provided in the packets, the Commission Members were also provided with copies of *Strategic Plan for Redevelopment, March 10, 2010, California Redevelopment Association*.

9. ORAL COMMUNICATIONS – COMMISSION MEMBERS AND STAFF

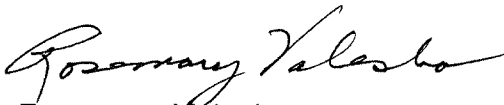
- Commission Member Reeves stated that GABA is upset about the proposed plan to combine the business districts and the EDC needs to understand what is going on. Mr. Fonstein responded that the plan is still being formulated. It will be going to City Council soon. This will be brought to the EDC in January or February.
- Commission Member Breuer requested that staff provide the EDC Members with an updated contact sheet, as new members have been added.
- Mr. Fonstein reminded the Commission Members that the mandatory ethics training must be completed by the end of the year.

- Mr. Fonstein announced upcoming ribbon cuttings:
 - Friday, November 19, 1:00 p.m. – CompoClay, 2536 Santa Clara Avenue
 - Friday, November 19, 2:30 p.m. – Bonnie's Southern Style BBQ, 1513 Park Street
 - Thursday, December 7, 10:30 a.m. – DS Technology Design (event will be held at Chamber offices at Alameda Towne Centre)
 - Wednesday, December 15, 10:30 a.m. – The Gold Spot Jewelers, 2448 South Shore Center
- Mr. Fonstein reported on the November 3 artists' business workshop presented by the Small Business Development Corporation at the Main Library. It was very successful, with over 60 people attending. The Economic Development Department assisted SBDC in coordinating this event.
- Mr. Fonstein reported that Cal State East Bay was recently named as one of the 300 best business schools in the country by the *Harvard Review*.
- Mr. Fonstein reported that Alameda Municipal Power had won the 2010 Governor's Environmental and Economic Leadership Award (GEELA) for its "From Trash To Treasure – Alameda Municipal Power's Landfill-Gas-To-Energy Utilization Project."
- Commission Member Harrison thanked Chair Bonta for his service on the EDC.

10. ADJOURNMENT

The meeting was unanimously adjourned at 8:48 p.m.

Respectfully submitted,



Rosemary Valeska
EDC Recording Secretary

RV